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SAP NETWEAVER MDM

Customer Data Integration



New Business Scenario Customer Data Integration

**Product Management
SAP NetWeaver MDM**

Customer Data Integration (CDI)

- Is the process of consolidating and managing customer data from all available sources
- Ensures that all relevant departments in the company have constant access to the most up-to-date and complete view of customer data available

**CDI is an essential extension to
Customer Relationship Management (CRM)**

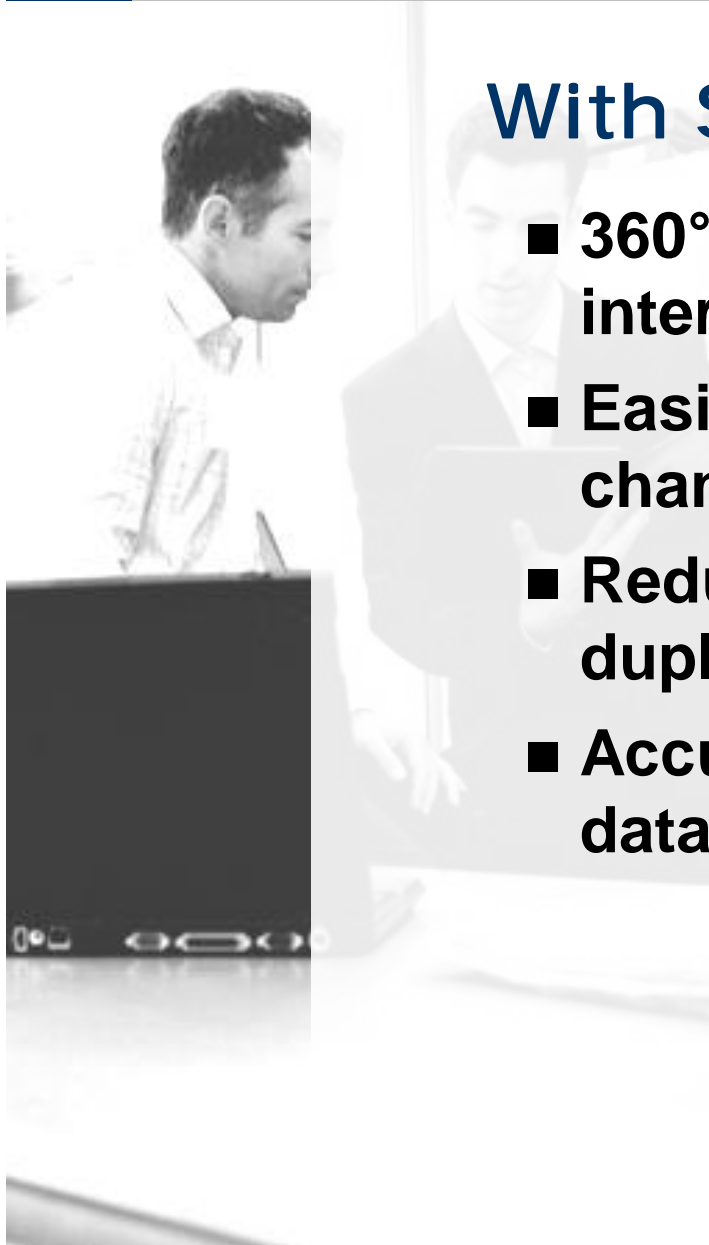


Business Needs and Challenges

- **Improve cross-sell and up-sell efforts by providing a complete picture of the existing customer relationship**
- **Streamline business processes by eliminating manual rework caused by bad data**
- **Reduce costs by centralizing the management of customer data**
- **Coordinate customer processes across business units and locations more efficiently**
- **Enable accurate analyses on a consolidated basis in order to make better business decisions**

With SAP NetWeaver MDM – CDI

- **360° view of customers and customer interactions**
- **Easier maintenance of customer data – change once and propagate many**
- **Reduced marketing costs with less duplication and greater personalization**
- **Accuracy and reliability of all customer data-related analyses**



SERVE BUSINESS AND IT WITH ONE SOLUTION

IT SCENARIOS

Master-Data Consolidation

- Cleansing and de-duplication
- Data normalization including categorization and taxonomy management
- Interactive consolidation capabilities

Master-Data Harmonization

- Automated synchronization of master data information that is globally relevant
- Interactive and automated distribution capabilities

Central Master-Data Management

- Central data creation
- Ongoing master data quality

BUSINESS SCENARIOS

Rich Product-Content Management

- Powerful capabilities to load, aggregate, and search on parametric product data
- Intelligent image management and Web/print publishing

Global Data Synchronization (GDS)

- Consistent trade item data exchange with retailers via data hubs (e.g. UCCnet or Transora)

Customer Data Integration (CDI)

- Consolidating and managing customer data from all available sources
- Customer data management capabilities such as matching, standardization, and survivorship

CDI Business Scenario

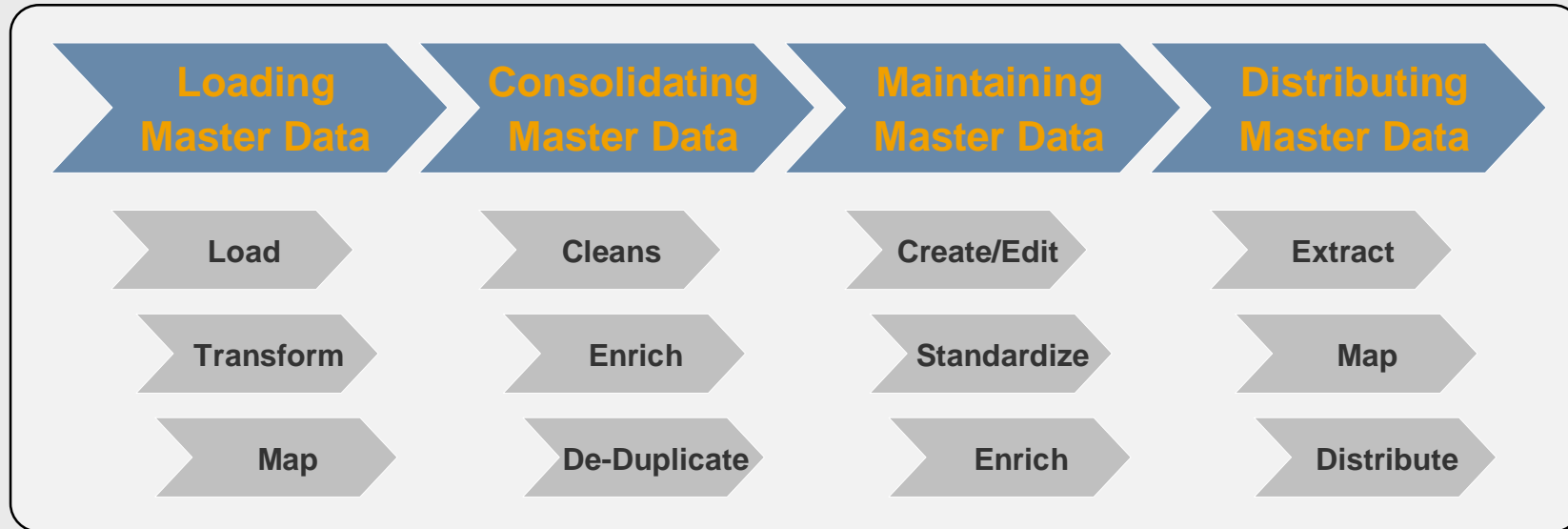
- ✓ Based on in-memory MDM core engine
- ✓ Provides Web services to access customer data
- ✓ Features integration in SAP NetWeaver
- ✓ Offers tight integration with SAP CRM and ERP

SAP NetWeaver MDM

- Is an extensive framework for modeling business scenarios
- Delivers key capabilities to run IT & business scenarios
- Key enabler to move to a service-oriented architecture

CDI Vision – Building Blocks & Processes

Customer Data Integration



MDM Core	Data Management	Search / Indexing	Authorization
	Meta Model	In-memory Cache	Expression / Validation
	Import Services	Repository	Workflow
			Syndication Services

Consolidate and Manage Customer Data

- ✓ Flexible data hub that allows autonomy of customer data from business applications
- ✓ Business Partner data model that supports both B2B & B2C interactions
- ✓ Pre-packed integration to SAP CRM and ERP
- ✓ Pre-integrated with SAP NetWeaver, including Web services
- ✓ Customer data management capabilities such as integration, standardization, and de-duplication
- ✓ Interfaces to third-party data quality tools and content providers
- ✓ Unbeatable performance based on the in-memory MDM core engine

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